



# VCERA

VENTURA COUNTY EMPLOYEES'  
RETIREMENT ASSOCIATION

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## **Introduction to VCERA's 2024 Communications Initiatives**

Anikka Abbott, Communications Officer



# ***2024 Communications Initiatives***

## **Today's highlights:**

- Brand & Style Guide
- Brand Updates
- New Website
- Workshops
- Stakeholder Outreach
- VCERA Vista Newsletter
- Other Annual Projects





## Includes guidance on:

Mission, Values, Voice

Logo Usage

Color Palette

Typography

Writing Style

Photography

Graphics

Social Media

Newsletter

Forms & Publications

Swag

# ***Brand & Style Guide***



# Brand Highlights - Color Palette

## Primary Color

HEX CODE: #024C81

RGB: 2, 76, 129

CMYK: 98, 41, 0, 49

Indigo Dye

## Secondary Colors

HEX CODE: #1CA2DB

RGB: 28, 162, 219

CMYK: 87, 26, 0, 14

Picton Blue

HEX CODE: #9DD8F4

RGB: 157, 216, 244

CMYK: 36, 11, 0, 4

Baby Blue

## Accent Colors

HEX: #F5DE7D

RGB: 245, 222, 125

CMYK: 0, 9, 49, 4

Jasmine

HEX: #45C456

RGB: 69, 196, 86

CMYK: 65, 0, 56, 23

Dark Pastel Green

HEX: #DBDBDB

RGB: 219, 219, 219

CMYK: 0, 0, 0, 14

Platinum

HEX: #919291

RGB: 145, 146, 145

CMYK: 1, 0, 1, 43

Battleship Gray

HEX: #666666

RGB: 102, 102, 102

CMYK: 0, 0, 0, 60

Dim Gray

HEX: #000000

RGB: 0, 0, 0

CMYK: N, N, N, 10

Black



# ***Brand Highlights - Typography***

This set of typefaces best represent the feel of the brand and should be used across all print & web applications. Font size should be no smaller than 12 points.

## **Calibri**

Use for titles and headings.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## **Nunito**

Use in body paragraphs.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

\*In programs that do not include Nunito, it may be substituted with Aptos or Proxima Nova.



# Brand Highlights - Graphics

Use rectangles  
with soft corners.

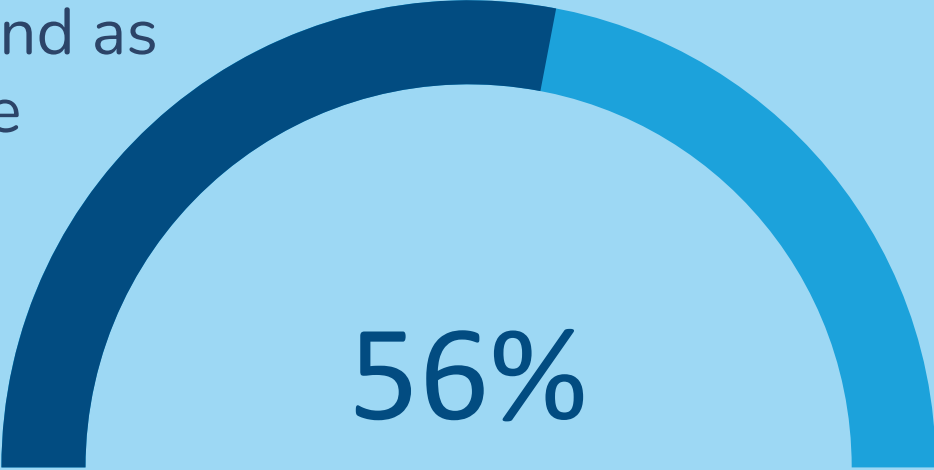
Simple, wave-like graphics are  
encouraged. These fall in line  
with the community culture.

Iconography  
can be used in  
either outlined or  
filled circle format.



Use lines to separate headers or content.  
Keep to a light or medium weight, and always solid.

Keep graph colors on brand as  
much as possible. Choose  
the simplest display  
format possible.





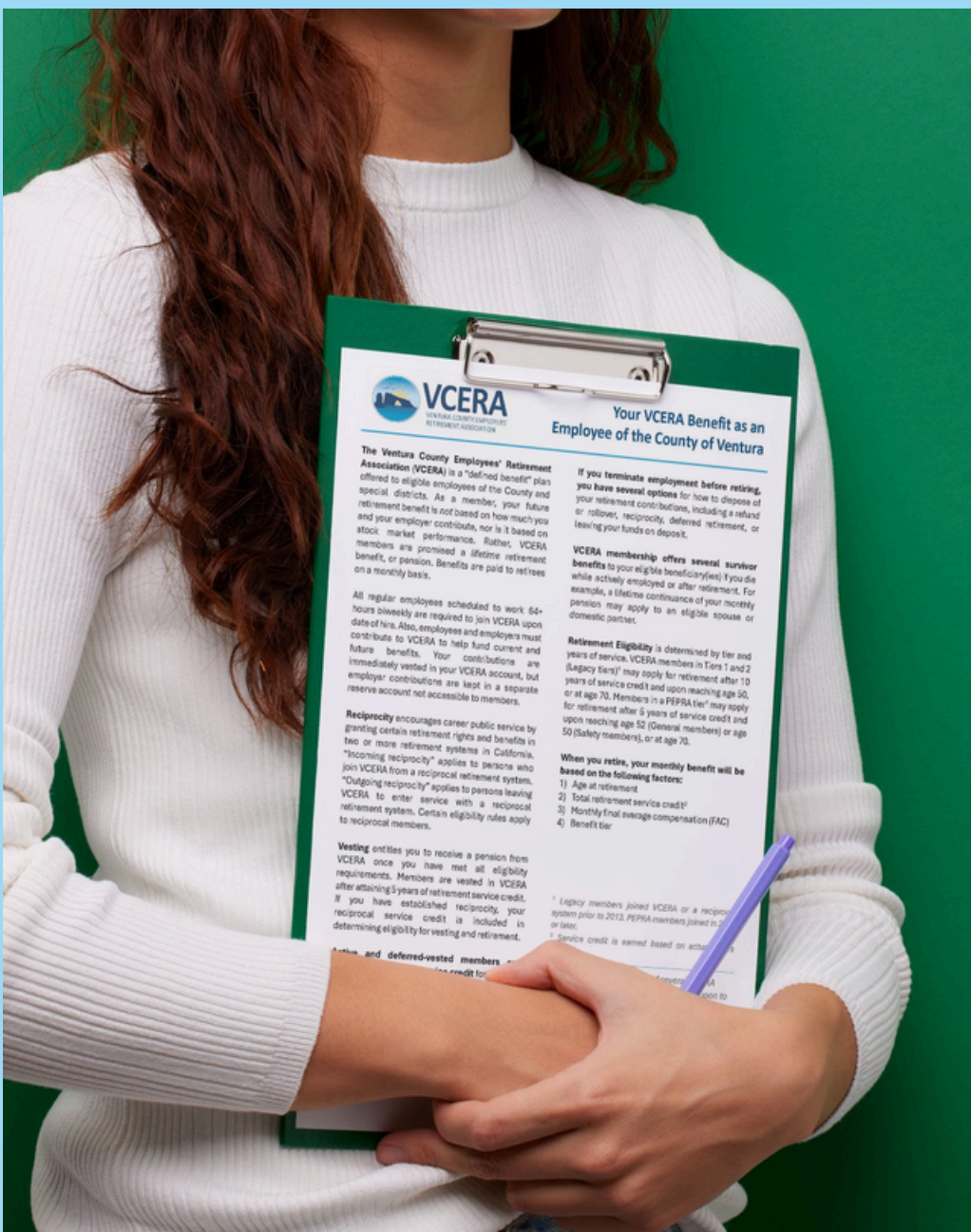
# Brand Updates

## Updated:

- Some forms & flyers
- Signage, Calendars
- Internal phone lists
- Virtual meeting backgrounds
- Website

## Updates underway:

- Forms & publications
- Videos
- Presentations
- Letterhead & other templates





# New Website Rollout

Rollout Date: September 5, 2024

## Highlights:

- **Vertical layout of home page**, featuring a 'Get Started' section, 'Updates & Alerts' section, 'Planning & Guidance' section
- **The Members tab** features descriptive tiles, and Active, Deferred, and Retiree sub-pages are now listed in one place instead of two
- **The Board of Retirement page** now has its own separate menu tab, allowing for easier access to all BOR information
- **Investments, Financials, and Staff Directory** now located under About VCERA
- **Reflects our brand colors and identity**





# *Workshops*

VCERA participates in County-sponsored retirement workshops for employees, and holds custom workshops for individual employers.

In August 2024, we held a retirement workshop tailored for Courts employees.

We are targeting late 2024 or early 2025 for a retirement workshop with Ventura County Fire.

We also plan to present to VRSD and APCD.

These custom workshops will be held on an annual basis.





# *Stakeholder Outreach*

## Includes:

- News posts on website
- Updates to the Alameda information email list
- New Employee Orientation (new video underway)
- Other informational videos
- Events, including career fairs or open houses





# ***VCERA Vista Newsletter***

## **Why Vista?**

- English and Spanish meaning
- Positive, forward-looking
- Moment in time
- Our view, plus members' view into what we are doing
- Indicates beautiful imagery

## **Newsletter includes:**

- Updates from the Retirement Administrator & CIO
- Alameda update information
- Informational articles
- Important dates

**Targeting Fall 2024**





# Other Annual Projects

## Includes:

- Annual Comprehensive Financial Report (ACFR) - December
- Annual Benefit Statements - April



**VCERA**  
VENTURA COUNTY EMPLOYEES' RETIREMENT ASSOCIATION

MEMBER NAME  
ADDRESS  
CITY/STATE/ZIP

VCERA ID: #####

**IMPORTANT INFORMATION**

Your 2024 Annual Benefit Statement does not include projected retirement benefit amounts. This is due to corrections required to retirement compensation data necessary for those calculations arising out of the California Supreme Court's "Alameda Decision," issued on July 30, 2020. The Board of Retirement adopted Resolutions in 2023 that will enable VCERA to correct compensation records to comply with the court ruling. VCERA anticipates resuming its practice of including projected retirement benefit amounts in future Annual Benefit Statements. Until then, you can use VCERA's pension calculators at [www.vcera.org/pension-calculators](http://www.vcera.org/pension-calculators) to estimate your benefit using values that you input.

VCERA remains committed to providing you with excellent member service and accurate information during the Alameda implementation. To learn more about the Alameda Decision, visit [www.vcera.org/alameda](http://www.vcera.org/alameda).

The Ventura County Employees' Retirement Association (VCERA) is pleased to present your Annual Benefit Statement, which includes valuable information that you can use in your financial planning.

VCERA is a defined benefit pension plan that provides lifetime retirement benefits when you meet certain age and service eligibility requirements. VCERA also provides disability retirement, supplemental, cost-of-living and death benefits. To help fund these benefits, members and employers contribute to VCERA every pay period. However, your monthly retirement benefit will be based on a formula, not contributions. Upon your death, a qualifying beneficiary may be eligible to receive a lifetime continuation of your monthly benefit.

MEMBER INFORMATION as of 12/31/2023	
Date of Birth:	##/##/####
Date of Membership:	Plan
Current Benefit Tier:	General Tier 1
* Includes purchased service credit in the applicable benefit tier. In-progress purchases are credited incrementally as payments are received, except for redeposits, which must be paid in full to receive credit.	

RETIREMENT ACCOUNT BALANCE as of 12/31/2023	
Starting 2023 Contribution Balance:	\$ #####
Member Contributions in 2023:	\$ 0.00
Employer Pickup Credited in 2023:	\$ #####
Interest Credited in 2023:	\$ #####
Total Contribution Balance:	\$ #####

MEMBER NAME





# VCERA

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***Thank you - Questions?***